



Promotional Activities

SPRING ABOARD

March 17 – 23, 2019

Getting the attention of the news media – and the public – on the importance of enrolling in a boating education course means getting the information out through multiple outlets. Here are some promotional ideas for your Spring Aboard campaign:

- Reach out to other boaters to encourage them to “Spring Aboard” and enroll in a boater’s education course at the discounted rate. This will help to expand the outreach and enforcement of your Spring Aboard campaign.
- Coordinate with your local media outlets and partnering agencies to host a media day prior to Spring Aboard week. This gives the media outlets an opportunity to conduct interviews and record video prior to the launch of the Spring Aboard campaign.
- Add visual impact to a press conference. Have your press conference at a lake or other body of water with patrol boats behind the podium and in the water.
- Emphasize the discounts available during the week of Spring Aboard in order to encourage people to enroll in courses while they are cheaper.
- At a lake/river, hang Spring Aboard banners at the launch ramps or from marine law enforcement patrol boats. Distribute brochures to boaters on the water.
- Provide an award or decal to all those who complete the safe boating course during the Spring Aboard campaign.
- Let your community know about the Spring Aboard campaign week and what your agency will be doing by creating a Facebook event. Insert an event title, time, location, pictures, discounts and descriptions. Invite individuals and groups and encourage them to share the event on Facebook.
- Use your agency’s social media to send out messages leading up to Spring Aboard week, as well as during and after the official week.